A fucking doomscroll designed to max out engagement and our energy bill.

Dark Pattern Type:
Endless Scrolling

Sub-Category:
Interruptions

Gategory:
Nagging

+3

Example: Intentionally removing natural stopping points to exploit dopamine loops.

Environmental Impact: +9kg CO_2/user/year (data center loads), -22% sleep quality in heavy users, "1 rainforest acre burns per 10M midnight doomscrolls"

A banner ad so goddamn persistent, it's 'Deceptive by Design's' poster child.

Dark Pattern Type:
Nagging

Sub-Category:
Persistent Interruption

Gategory:
Nagging

+3

Definition: Continuously obstructing the user's view and workflow with a promotional message that cannot be dismissed.

Environmental Impact: +5kg CO_2 from user frustration & negative reviews. -10 minutes user productivity lost per nag.

A 'Rate Us!' pop-up so aggressive, it'll make your ethics professor fucking weep.

Dark Pattern Type:
Nagging

Sub-Category:
Interruptions

Gategory:
Nagging

+4

Definition: Forcefully interrupting the user's intended action with a request that disrupts their experience on every launch.

Environmental Impact: +3kg CO_2 from user annoyance. 5% app retention due to intrusive requests.

Push notifications that turn your phone into a needy, data-wasting fucking Tamagotchi.

Dark Pattern Type:
Nagging

Sub-Category:
Spamming

Gategory:
Nagging

+1

Definition: Overwhelming users with frequent, often irrelevant notifications to drive engagement with a particular part of the app.

Environmental Impact: -15% user engagement due to notification fatigue. Increased battery drain on user devices.

Ignoring your 'No Thanks' and flushing user trust down the goddamn toilet.

Dark Pattern Type:
Nagging

Sub-Category:
Spamming

Gategory:
Nagging

+2

Definition: Ignoring the user's explicit negative choice and repeatedly asking for the same permission..

Environmental Impact: User frustration and potential app abandonment. Unnecessary processing and battery drain from repeated prompts.

...continuously prompting users to enable push notifications even after they have repeatedly declined.

Dark Pattern Type:
Nagging

Sub-Category:
Ignoring Opt-outs

Gategory:
Nagging

+4

Definition: Ignoring the user's explicit negative choice and repeatedly asking for the same permission.

Environmental Impact: User frustration and potential app abandonment. Unnecessary processing and battery drain from repeated prompts.

...displaying a countdown timer on a "limited-time offer" that resets every time the page is visited.

Dark Pattern Type:
Obstruction

Sub-Category:
Obstruction

Category:
Obstruction

+3

Definition: Restricting access to essential functionalities until the user agrees to upgrade, often through a constantly present barrier.

Environmental Impact: +7kg CO_2 from user frustration leading to platform abandonment. Reduced accessibility for users unwilling to upgrade.

Settings hidden in a goddamn labyrinth, 'cause who needs user empowerment anyway?

Dark Pattern Type:
Hidden Information

Sub-Category:
Obstruction

Category:
Obstruction

+3

Definition: Intentionally designing the cancellation process to be convoluted and hard to navigate, discouraging users from unsubscribing.

Environmental Impact: $1.8M annual wasted spend (unwanted renewals). +6kg CO_2 from support inquiries about cancellation.

...requiring users to contact customer support via phone during limited hours to close their account.

Dark Pattern Type:
Obstruction

Sub-Category:
Obstruction

Category:
Obstruction

+3

Definition: Creating significant barriers and inconvenience for users attempting to terminate their account.

Environmental Impact: Significant user time wasted. Increased load on customer service infrastructure.

...requiring users to contact customer support via phone during limited hours to close their account.

Dark Pattern Type:
Hidden Information

Sub-Category:
Obstruction

Category:
Obstruction

+2

Definition: Providing an overwhelming amount of dense text without highlighting crucial information, making it unlikely users will fully understand the terms.

Environmental Impact: Potential paper waste if users print the long document. User cognitive overload trying to understand complex legal jargon.

Settings hidden in a goddamn labyrinth, 'cause who needs user empowerment anyway?

Dark Pattern Type:
Hidden Information

Sub-Category:
Obstruction

Category:
Obstruction

+2

Definition: Intentionally removing natural stopping points and exploiting user vulnerability during late hours to maximize engagement, often with harmful content.

Environmental Impact: +9kg CO_2/user/year (data center loads), -22% sleep quality in heavy users, "1 rainforest acre burns per 10M midnight doomscrolls

...automatic renewal that you'll only notice after it takes all your money.

Dark Pattern Type:
Roach Motel

Sub-Category:
Obstruction

Category:
Obstruction

+5

Definition: Making it very easy to sign up for a service but extremely difficult to cancel.

Environmental Impact: $2.5M annual wasted spend (unwanted renewals). Increased support load for billing inquiries.

Fine print so goddamn small, it's a masterclass in unethical information hiding.

Dark Pattern Type:
Hidden Information

Sub-Category:
Obstruction

Category:
Obstruction

+5

Definition: Reducing the visibility of crucial details to prevent users from noticing or understanding them.

Environmental Impact: Increased support requests due to missed information. Potential legal issues due to lack of clear disclosure.

...delete your account? Only if you talk to support first.

Dark Pattern Type:
Roach Motel

Sub-Category:
Obstruction

Category:
Obstruction

+4

Definition: Imposing a cumbersome process (contacting support) as the only way to delete an account, discouraging users from leaving.

Environmental Impact: Unnecessary data retention. User frustration at lack of control.

Privacy consent like a sphinx's data-hungry, motherfucking riddle, designed by us, the unethical bastards.

Dark Pattern Type:
Trick Question

Sub Category:
Hidden Subscription

Category:
Sneaking

+2

Definition: Intentionally removing natural stopping points and exploiting user vulnerability during late hours to maximize engagement, often with harmful content.

Environmental Impact: $2.3M annual wasted spend (unused subscriptions), +8kg CO_2 from rage-emails to support.

...hidden costs that magically appear after you've wasted 30 minutes.

Dark Pattern Type:
Hidden Costs

Sub Category:
Sneaking

Category:
Sneaking

+2

Definition: Concealing the full price until the very end of the purchase process, leveraging the sunk cost fallacy.

Environmental Impact: Potential for unnecessary purchases due to sunk cost fallacy. User frustration at hidden fees.

...sneaky consent wording because who needs clear privacy anyway?

Dark Pattern Type:
Trick Questions

Sub Category:
Trick Wording

Category:
Sneaking

+4

Definition: Employing ambiguous or misleading language in permission prompts to trick users into granting broader data access than they intend.

Environmental Impact: Increased data storage requirements. Potential privacy breaches due to excessive data collection.

...ads disguised as content because you totally wanted that.

Dark Pattern Type:
Disguised Ads

Sub Category:
Sneaking

Category:
Sneaking

+2

Definition: Designing ads to closely resemble the surrounding content or navigational elements, leading to accidental clicks.

Environmental Impact: Accidental clicks leading to unnecessary data transfer. User frustration due to deceptive advertising.

...ads disguised as content because you totally wanted that.

Dark Pattern Type:
Disguised Ads

Sub Category:
Sneaking

Category:
Sneaking

+3

Definition: Designing ads to closely resemble the surrounding content or navigational elements, leading to accidental clicks.

Environmental Impact: Accidental clicks leading to unnecessary data transfer. User frustration due to deceptive advertising.

...locking core features behind a persistent "upgrade now" screen.

Dark Pattern Type:
Sneak into Basket

Sub Category:
Bait and Switch

Category:
Sneaking

+4

Definition: Adding unintended items/services

Environmental Impact: $2.3M annual wasted spend (unused subscriptions). +8kg CO_2 from rage-emails to support

...Fake 'Only 3 spots left!' countdown timers

Dark Pattern Type:
Sneak into Basket

Sub Category:
Bait and Switch

Category:
Sneaking

+2

Definition: Adding unintended items/services

Environmental Impact: $2.3M annual wasted spend (unused subscriptions). +8kg CO_2 from rage-emails to support

...paid ads that blend in with organic search results, 'cause who needs honesty?

Dark Pattern Type:
Disguised Ads

Sub Category:
Sneaking

Category:
Sneaking

+5

Definition: Designing paid advertisements to blend seamlessly with organic search results, tricking users into clicking on ads.

Environmental Impact: Accidental clicks on advertisements. User frustration at deceptive search results.

A 'Loading...' spinner that just wastes user time and precious shitty energy.

Dark Pattern Type:
Sneaking

Sub Category:
Engagement Farming

Category:
Interface Interference

+2

Definition: Intentionally removing natural stopping points and exploiting user vulnerability during late hours to maximize engagement, often with harmful content.

Environmental Impact: +9kg CO_2/user/year (data center loads). -22% sleep quality in heavy users. "1 rainforest acre burns per 10M midnight doomscrolls

A neon 'YES TO ALL THE FUCKING DATA GRABS!' button, 'cause 'no' is for ethical wimps.

Dark Pattern Type:
Visual Interference

Sub Category:
Interface Interference

Category:
Interface Interference

+2

Definition: Using visual cues to subtly guide users towards a specific choice that benefits the company, even if it's not what the user intended.

Environmental Impact: Increased cognitive load as users decipher the intended actions. Potential for accidental clicks on unwanted options.

...decline all cookies? We made it as hard as possible.

Dark Pattern Type:
Visual Interference

Sub Category:
Interface Interference

Category:
Interface Interference

+3

Definition: Intentionally making the option to reject non-essential cookies less noticeable and harder to interact with.

Environmental Impact: Potential for unnecessary data collection if users are misled into accepting all cookies. Increased cognitive load to find the less prominent option.

..AI-generated 'personal crises' in your feed after 11PM

Dark Pattern Type:
Sneaking

Sub Category:
Engagement Farming

Category:
Interface Interference

+3

Definition: Intentionally removing natural stopping points and exploiting user vulnerability during late hours to maximize engagement, often with harmful content.

Environmental Impact: +9kg CO_2/user/year (data center loads). -22% sleep quality in heavy users. "1 rainforest acre burns per 10M midnight doomscrolls

..requiring 500 swipes to reach the footer

Dark Pattern Type:
Sneaking

Sub Category:
Engagement Farming

Category:
Interface Interference

+4

Definition: Intentionally removing natural stopping points and exploiting user vulnerability during late hours to maximize engagement, often with harmful content.

Environmental Impact: +9kg CO_2/user/year (data center loads). -22% sleep quality in heavy users. "1 rainforest acre burns per 10M midnight doomscrolls

A giant 'Agree To Our Shitty Terms FOREVER' button, 'cause fuck informed consent.

Dark Pattern Type:
Privacy Zuckering

Sub Category:
exampleblue

Category:
Forced Action

+3

Definition: Intentionally removing natural stopping points and exploiting user vulnerability during late hours to maximize engagement, often with harmful content.

Environmental Impact: 1 rainforest acre cleared per 10M stolen data points.
+300% breach risk (stored data = liability)

Full sign-up (plus your mother's maiden name) because 'data minimization' is a goddamn joke to us.

Dark Pattern Type:
Forced Enrollment

Sub Category:
Forced Action

Category:
Forced Action

+3

Definition: Demanding account creation as a mandatory step even for users who simply want to explore the offerings.

Environmental Impact: Unnecessary account creation leading to increased data storage. Lower conversion rates due to friction.

...access denied unless you let us spam you.

Dark Pattern Type:
Forced Enrollment

Sub Category:
Forced Action

Category:
Forced Action

+3

Definition: Intentionally removing natural stopping points and exploiting user vulnerability during late hours to maximize engagement, often with harmful content.

Environmental Impact: 1 rainforest acre cleared per 10M stolen data points.
+300% breach risk (stored data = liability)

...pop-up traps that hold you hostage until you do what we say.

Dark Pattern Type:
Forced Continuity

Sub Category:
Forced Action

Category:
Forced Action

+3

Definition: Trapping users within a pop-up window until they engage with a specific button or link, preventing them from continuing their intended task.

Environmental Impact: Wasted user time dealing with unavoidable pop-ups. User frustration at being held hostage.

...mandatory sharing because fuck you, join our pyramid scheme.

Dark Pattern Type:
Social Pyramid

Sub Category:
Forced Action

Category:
Forced Action

+3

Definition: Gating access to functionalities behind mandatory social sharing, leveraging social pressure for platform growth.

Environmental Impact: Increased network traffic from unwanted sharing. Potential strain on user relationships.

A 'FLASH SALE!' timer that resets every goddamn time!

Dark Pattern Type:
Fake Countdown

Sub Category:
Urgency

Category:
Social Engineering

+3

Definition: Creating a false sense of urgency with a timer that doesn't reflect a real deadline, manipulating users into making quick decisions.

Environmental Impact: Increased cognitive load as users try to understand the deception. Potential for impulsive, unnecessary purchases.

...displaying a countdown timer on a "limited-time offer" that resets every time the page is visited.

Dark Pattern Type:
Fake Countdown

Sub Category:
Urgency

Category:
Social Engineering

+3

Definition: Creating a false sense of urgency with a timer that doesn't reflect a real deadline, manipulating users into making quick decisions.

Environmental Impact: Increased cognitive load as users try to understand the deception. Potential for impulsive, unnecessary purchases.

...false scarcity to make you panic-buy.

Dark Pattern Type:
False Scarcity

Sub Category:
Urgency

Category:
Social Engineering

+3

Definition: Exploiting the psychological fear of missing out by falsely indicating limited availability.

Environmental Impact: Potential for impulsive, unnecessary purchases. Increased anxiety and pressure on users.

...default settings that benefit us, not you.

Dark Pattern Type:
Default Choice

Sub Category:
Social Engineering

Category:
Social Engineering

+3

Definition: Pre-selecting choices that are more profitable for the business, hoping users will not change the default.

Environmental Impact: Potential for users to overpay for unnecessary services. User distrust if the default is misleading.

...fake reviews because we're total shit without them.

Dark Pattern Type:
False Endorsement

Sub Category:
Social Proof

Category:
Social Engineering

+3

Definition: Erosion of trust in online platforms. Spread of misinformation.

Environmental Impact: Fabricating positive feedback to create a false sense of credibility and influence user decisions.